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OCEAN Traits as Key Determinants of Knowledge Sharing Behaviour through Short-video Social Commerce Platforms

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Abstract

This study aimed to examine the determinants of knowledge sharing behavior on a short-video social commerce platform by integrating the framework of OCEAN Traits and knowledge sharing behavior. A questionnaire-type survey was used, and responses from 200 TikTok short-form video platform users were analyzed against the research model, and the hypotheses were tested by employing partial least squares structural equation modeling. The findings reveal that Extraversion and Neuroticism traits were significant determinants of knowledge sharing behavior, whereas Openness to Experience, Conscientiousness, and Agreeableness traits failed to predict knowledge sharing behavior through short videos on the social commerce platform. The findings present several implications for researchers in the extraversion and neuroticism traits as key determinants of knowledge sharing behavior in the short-video social commerce platform context. The results will be beneficial to online business operators and their stakeholders who use short-video social commerce platforms to implement business strategies that promote buying decisions for products and services.

Keywords: OCEAN Traits; Personality Trait; Knowledge-Sharing Behaviors; TikTok; Short-Form Video App; Social Commerce Platforms.

1. Introduction

Social commerce platforms are widely used by consumers to express their opinions and share their experiences by posting reviews about products or services for the benefit of fellow members of the online social community. These platforms have evolved from new forms of electronic commerce with improved hardware and software structures that now support mobile commerce and networked commerce [1, 2]. Social online media channels have become tools for business operations, creating interactions between users and buyers and facilitating the convenience of selling various online products or services through website channels [3]. Social commerce platforms continuously develop and improve their usability to satisfy the needs of consumers to share knowledge with fellow members about purchasing products or services through online channels. Previous research had determined that increased consumer intent to use social commerce platforms to purchase goods or services was attributable to information and knowledge sharing behavior through social communities [4]. Consumers share knowledge by interacting and exchanging experiences with fellow members, thereby increasing the growth and popularity of social commerce platforms. Conversely, a lack of knowledge-sharing behavior will cause social commerce platforms to lose popularity [5].

Short-form video social commerce platforms have recently gained popularity in line with the marketing trend of using short video clips that are usually less than 60 seconds in length to boost sales. TikTok, a new and popular platform that

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has been well-received, was launched in 2016. TikTok users can create and share short-form videos up to 10 minutes long, with some of the most popular having been downloaded more than two billion times by users worldwide. TikTok's growth rate has exceeded those of Facebook and Twitter, with 40.28 million users aged 18 and above in Thailand in early 2023 [6]. The TikTok social commerce platform represents a shoppertainment platform that focuses on generating sales by entertaining customers, along with providing knowledge or product advice, consistent with Thai consumer behavior. The Thailand Internet User Behavior 2022 survey identified watching live commerce to purchase goods or services online as one of the five most popular activities among Thai consumers. The channel's content provides entertainment along with knowledge to assist in making decisions to buy online products or services, especially by creating content in the form of video clips [7]. TikTok has also developed new features designed to help brands increase their audience engagement. Therefore, many brands and businesses are turning to the platform to promote their products. There are many players on the TikTok platform, but there is still plenty of opportunity for new brands to gain market share. Increasingly, marketers are applying TikTok as one of their marketing strategies, using the platform as a tool to drive user engagement.

Entrepreneurs have also adapted to doing business on short-form social media video platforms. These knowledge sharing platforms act as drivers to achieve the United Nations Sustainable Development Goals (SDGs) [8], such as Goal 1: End poverty in all its forms everywhere; Goal 5: Achieve gender equality and empower all women and girls; Goal 8: Promote inclusive and sustainable economic growth, employment, and decent work for all; and Goal 9: Build resilient infrastructure, promote sustainable industrialization, and foster innovation by eradicating extreme poverty for all people everywhere.

The short-form video platform is a knowledge-sharing platform that entrepreneurs of all genders and ages can access to significantly increase their competitive advantage by expanding distribution channels quickly and at a relatively low cost. The most crucial factor directly affecting knowledge sharing behavior on social commerce platforms is user personality [9].

The "OCEAN" personality model is used in this study to assess and categorize user personality traits. "OCEAN" is an acronym used to represent the Big Five personality traits, which are believed to stay relatively stable throughout an individual's life and can be a useful way to better understand people's behaviors and actions: Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism [10]. Past research has suggested that the Extraversion personality trait affects user information sharing behavior through social media or online communities more significantly than the other personality traits [11–14]. Deng & Lin [12] and Jami Pour and Taheri [13] indicated that Openness to Experience, Neuroticism, and Agreeableness user personality traits were positively associated with knowledge sharing behavior in social media, while Deng & Lin [12] also found that the Conscientiousness of users significantly affected their online information sharing behavior. In the same vein, Obrenovic et al. [15] showed that Conscientiousness positively impacted tacit knowledge sharing behavior and influenced the eagerness to share knowledge.

However, few studies have been conducted on the relationships between personality and knowledge-sharing behavior through social commerce platforms. A previous study by Zhang et al. [16] explored the influence of round numbers on users' behaviors on knowledge-sharing platforms, specifically focusing on their contribution level, quality, and writing style in China. The study utilized data collected from StackOverflow.com to analyze users' behaviors on knowledge-sharing platforms. The research hypotheses were tested using statistical analysis and model specifications. The findings suggest that users perceive round numbers to be category boundaries, which can motivate aspirational behaviors such as increased post frequency and length, improved answer quality, and higher acceptance rates and votes.

Nevertheless, the study was limited by its use of observational data, as it is not feasible to obtain users' race information or personal traits from StackOverflow.com, which may impact the way those users perceive round numbers or their subsequent contribution behaviors. In addition, the study focused on textual factors and did not consider non-textual factors such as images or videos, which are significant elements in the richness of content on knowledge-sharing platforms.

Ma [17] explored the relationship between the personal self and social self in professional identity in Macau and its impact on knowledge sharing in multinational enterprises. The researchers proposed a conceptual model that described the negotiation states between the personal self and social self, focusing on how this influences what type of knowledge employees share and whom they choose to share it with. The research contributed to the knowledge-sharing literature by uncovering psychological mechanisms that influence the behavior of individuals in horizontal knowledge diffusion. It expanded on previous work by applying the concept of identity negotiation to the challenge of understanding the interplay between the personal self and social self in professional identity and its impact on knowledge sharing. The conceptual model developed in the paper revealed the relationship between identity dynamics and interpersonal horizontal knowledge sharing in multinational enterprises. The study emphasizes the importance of recognizing identity dynamics in understanding the motivations and behaviors of subsidiary employees in sharing knowledge with overseas colleagues. Nonetheless, this study does not explicitly mention specific empirical methods or data collection techniques

used in it. It focuses more on the development of a conceptual understanding of the relationship between identity dynamics and knowledge sharing. Moreover, the paper does not discuss the dynamics of the negotiation states between the personal self and social self in terms of the temporal dimension. While the authors argue that individuals are constantly negotiating their professional identities, the duration of this dynamic process is not explored. The authors recommended that future research could involve longitudinal studies to investigate the temporal dynamics of professional identity in knowledge-sharing projects.

Shehab et al. [18] examined the moderating role of knowledge self-efficacy in the association between four individual factors of head nurses (Trust, Reciprocity, Reputation, and Ability to Share) and their knowledge-sharing behavior in Online Health Communities (OHCs). The study utilized a self-reported survey to collect data from 283 head nurses in 22 private hospitals in Jordan. A moderation regression analysis was conducted using a structural equation modeling approach with Smart PLS software to evaluate the measurement and structural model of the study. Social Cognitive Theory (SCT) was employed as the theoretical framework for the study model. The study used bootstrapping with 5,000 iterations to measure the significance of the path coefficients and to examine the moderation effect of knowledge self-efficacy on the relationships between trust, reputation, reciprocity, and knowledge-sharing behaviors.

The study contributed to the literature by examining the individual factors (Trust, Reciprocity, Reputation, and Ability to Share) and their association with knowledge-sharing behaviors among head nurses in Online Health Communities (OHCs) in Jordan. The study filled a gap in the existing literature by exploring the moderating role of knowledge self-efficacy in the relationship between these individual factors and knowledge-sharing behavior among head nurses in OHCs. The research provides insights into the importance of knowledge self-efficacy in influencing the strength of the direct effect between individual factors and the knowledge-sharing behavior of head nurses. The findings of the study contributed to an enhanced understanding of knowledge-sharing behaviors among head nurses in OHCs, ultimately improving the dissemination and utilization of knowledge in the healthcare sector. However, the generalizability of the findings is limited as the study sample included only head nurses from private hospitals in Amman City, Jordan, and did not consider other employees in the hospitals. Moreover, the data collection was restricted to private hospitals in Amman, which may also limit the generalizability of the findings. The study was completed in 2019, and the reported data may be dated, although since the study variables are interpersonal interactions, they are less likely to be affected by time. Additionally, the study made use of a cross-sectional design, which means causality could not be established in the study mode.

Mustika et al. [19] analyzed factors that influenced knowledge sharing behavior among middle managers in a bank setting, including the intention to share knowledge, knowledge sharing self-efficacy, and enjoyment in helping others. The research used a questionnaire survey and Structural Equation Modeling (SEM) with the Analysis of Moment Structure (AMOS) program for data analysis. The research contributed to the understanding of knowledge sharing behavior among middle managers in a bank setting, specifically in the context of Bank Syariah Mandiri in Indonesia. The research provides empirical evidence of the positive and significant effects of knowledge sharing self-efficacy and enjoyment in helping others with the intention to share knowledge, as well as the positive and significant effects of these factors on knowledge sharing behavior. The study also highlights the significant mediation role of intention to share knowledge in the relationship between the influencing factors and knowledge-sharing behavior. The findings of this research can contribute to the development of strategies and interventions to promote knowledge-sharing behavior among middle managers in organizations, particularly in the banking sector. However, the study was limited to middle managers in a specific bank setting, Bank Syariah Indonesia, which may limit the generalizability of the findings to other contexts or populations. Furthermore, the data were collected at a single point in time, which may not have captured the dynamic nature of knowledge sharing behavior. Future research using longitudinal data collection methods could provide more accurate and robust results. The study solely relied on a quantitative approach for assessment, and its authors recommended a qualitative approach in future research to gain a more comprehensive understanding of knowledge sharing behavior. The study did not consider control variables that could potentially influence knowledge sharing behavior, such as company size, company age, or type of industry. Therefore, it was recommended that future research incorporate these variables to enhance the findings.

Khan & Zaman [20] aimed to highlight the influence of personality traits, specifically the Five-Factor Model (FFM) of personality, on employees' knowledge-sharing behavior in the banking sector of Pakistan. The study employed a quantitative research approach to investigate the relationship between personality traits, perceived organizational incentives, and knowledge-sharing behavior in the banking sector of Pakistan. A 5-point Likert scale was used to measure the variables, including personality traits (extroversion, agreeableness, conscientiousness, neuroticism, and openness to experience), perceived organizational incentives, and knowledge-sharing behavior. SPSS (Statistical Package for the Social Sciences) was primarily used for scale validation and hypothesis testing. The findings of this study can contribute to the development of strategies and interventions aimed at promoting knowledge sharing within the banking sector, ultimately enhancing work standards, creativity, and overall effectiveness. However, the research was conducted in the banking sector of Pakistan, which may limit the applicability of the findings to other industries or cultural contexts. The study relied on self-reported data, which may be subject to response biases and social desirability

effects. The use of a cross-sectional design limited the ability to establish causal relationships between personality traits, perceived organizational incentives, and knowledge-sharing behavior. The study controlled for certain demographic variables such as gender, age, managerial position, length of service, and type of organization, but there may be other uncontrolled factors that could have influenced the results. In addition, the paper does not provide information on the specific measures taken to ensure the reliability and validity of the questionnaire used in the study.

The literature review highlights the lack of research data on OCEAN—the Big Five Personality Traits—and knowledge sharing behavior in the context of short-video social commerce platforms, especially in Thailand, a country that ranks among the top adopters of short-video social commerce platforms in Southeast Asia [21]. To fill this research lacuna and increase the current understanding of user personality traits that affect knowledge sharing behavior through short-video social commerce platforms, a causal relationship model and conceptual framework were developed using partial least squares structural equation modeling with the SmartPLS version 4.0 computer program. To determine the connection between relevant factors, data were collected from a survey of 200 experienced consumers who had purchased products through the TikTok Shop and shared knowledge, information, news, and shopping experiences through the TikTok short-form video platform at least once. This research examined how OCEAN traits influenced knowledge sharing behavior through short-video social commerce platforms and the effects of these personality traits on knowledge sharing behavior. Results will benefit online business operators and any other stakeholders who use short-video social commerce platforms to implement business strategies that promote buying decisions for products and services.

2. Literature Review

2.1. OCEAN as the Big Five Personality Traits

The big five personality traits can be represented by the acronym OCEAN, following the concepts of Costa and McCrae [9] and Goldberg [22].

Openness to Experience refers to a willingness to try new things and the ability to engage in abstract and complex ideas. People in this category are identified by descriptors such as: dreamers, aesthetic mood, disclosing feelings, practices, ideas, and acceptance of values.

Conscientiousness refers to responsibility, respect for duty, and motivation to achieve goals. People in this category are identified by descriptors such as competence, discipline, and responsibility; the need for achievement; self-discipline; and prudence.

Extraversion refers to the quantity and intensity of interpersonal relationships and interpersonal performances. People in this category are identified by descriptors such as warmth, a preference for being with others, assertiveness, activity joining, the pursuit of excitement, and having positive emotions.

Agreeableness refers to the structured form of personal relationships, from empathy to hostility. People in this category are identified by descriptors such as trust, straightforwardness, generosity, conformity, politeness, and having good morals.

Neuroticism refers to the severity of emotional instability, and those in this category are identified by descriptors such as anxiety, anger, discouragement, self-centeredness, easy arousal, and vulnerability.

2.2. Knowledge Sharing Behavior

Knowledge is an important contributor to the competitiveness and development of an organization [23–24]. Knowledge sharing is also important in knowledge management [25] because knowledge sharing can foster collaborative learning. Creating best practices between consumers and businesses to build on knowledge also helps to stimulate the development of service innovations that effectively meet consumer needs [26]. Knowledge sharing is essential for business but has not been clearly defined [27]. Some researchers define knowledge sharing as knowledge exchange, knowledge distribution, knowledge processing, or knowledge spreading [25]. Omotayo & Babalola [28] suggested that knowledge sharing represents an interaction between individuals to exchange experiences, knowledge, and skills. In this context, knowledge sharing can be defined as an activity or process to transfer knowledge between individuals, communities, or organizations. Others have suggested that social media platforms have become global ‘coffee forums’ of online social communities where people can meet, chat, and share stories and experiences with fellow members who have similar interests [29]. Social media platforms have now become popular channels that allow people to share knowledge and experience, search for information about products or services, access information according to user needs, and link to fellow members of other online social communities. Knowledge sharing behavior refers to the process of exchanging data or information between individuals to create new ideas with mutual value, new learning techniques, and new problem-solving processes. It is also an important driving factor in promoting innovation and the efficient, effective, and sustainable attainment of development goals efficiently [30, 31].

Various theories and concepts have been applied to predict the sharing behavior of individuals in different contexts. These include applying the concepts of individual personality and motivation, team and interpersonal factors, or job characteristics to study knowledge-hiding characteristics in the hospitality industry [32], user motivations and incentive mechanisms on individual behavior of knowledge sharing as drivers of women's entrepreneurial innovativeness [33], the relationship between identity dynamics and interpersonal horizontal knowledge sharing in multinational enterprises [17], the dimensions of meaningfulness, goal orientation and beyond-the-self relationships with knowledge sharing behavior of university students [34], employees' attitudes, social pressure and job characteristics on the intention to share knowledge [35], the influence of anticipation of extrinsic rewards, anticipation of reciprocal relationships and perception of reciprocal benefits on knowledge sharing behavior [36], the role of digital technologies for knowledge sharing in open innovation projects [37], the impact of positive and negative emotions (specifically enthusiasm and anxiety) on knowledge sharing intentions [38], the attitudes of employees in terms of sharing knowledge during COVID-19 in an online environment [39], the factors of planned behavioral theory and the technology acceptance model in influencing knowledge sharing behavior at higher education institutes [40], the mechanism of organizational procedural justice on employees' intra-team knowledge sharing [41], the role of self-efficacy in the dimensions of trust, reciprocity, reputation and ability on knowledge sharing behavior [18], the analysis of knowledge sharing behavior between employees in software development roles in virtual teams [42], the individual classroom characteristics on students' behavior towards knowledge sharing [19], the impact of intention to share knowledge, knowledge sharing self-efficacy and enjoyment in helping others on knowledge sharing behavior [19], and the effect of the five-factor personality model on individual knowledge sharing behavior through the moderating role of perceived organizational incentives [20]. This study applied the Big Five model of personality traits (OCEAN) based on Costa and McCrae [43], consisting of Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism to study the causal relationships of personality traits on knowledge sharing behavior through a short-video social commerce platform.

2.3. Development of the Hypotheses

People with an 'Openness to Experience' personality are characterized as imaginative or dreamy individuals who value art and beauty, have wide-ranging curiosity, like to try new things, and are open to new ideas [44–46]. Javaid et al. [47] found a significant positive relationship between *Openness to Experience* and knowledge sharing behavior, consistent with Jami Pour and Taheri [13], who determined that *Openness to Experience* was positively associated with knowledge sharing behavior through social media. Akbar et al. [48] suggested that *Openness to Experience* positively affected knowledge sharing intentions, while Yin et al. (2023) determined that it positively related to knowledge sharing. Thus, short-video users with high *Openness to Experience* personalities would be expected to share more knowledge through short-video social commerce platforms. Therefore, the first research hypothesis (H1) was posited as:

- *H 1: Openness to Experience positively affects knowledge sharing behavior through short-video social commerce platforms.*

People with a 'Conscientiousness' personality strive for success and are thorough, responsible, thoughtful, and self-disciplined [46, 49]. Hao et al. [50] and Jami Pour and Taheri [13] found that Conscientiousness was positively associated with knowledge sharing, while Obrenovic et al. [15] pointed out that it had a positive impact on the eagerness to share knowledge. Similarly, Yin et al. [51] suggested that Conscientiousness was positively related to knowledge sharing. Thus, short-video users with highly Conscientiousness personalities would be expected to share more knowledge through short-video social commerce platforms. Therefore, the second research hypothesis (H2) was posited as:

- *H 2: Conscientiousness positively affects knowledge sharing behavior through short-video social commerce platforms.*

People with an 'Extraversion' personality are outgoing, confident, talkative, agile, excited, and optimistic leaders [46]. Jami Pour and Taheri [13] and Thi Chung & Thi Tram Anh [52] found that *Extraversion* had a significant positive influence on knowledge sharing behavior, in line with Agyemang and Boateng [53], Rahman et al. [54], and Van Greunen et al. [55], who suggested that individuals with high *Extraversion* personalities tended to also have high knowledge sharing behavior, while Yin et al. [51] suggested that the trait positively related to knowledge sharing. Thus, short-video users with highly *Extraversion* personalities would be expected to share more knowledge through short-video social commerce platforms. Therefore, the third research hypothesis (H3) was posited as:

- *H 3: Extraversion positively affects knowledge sharing behaviour through short-video social commerce platforms.*

People with an 'Agreeableness' personality are characterized as benign, willing to help others, compromising, humble, and submissive [46, 56]. Agyemang and Boateng [53], Jami Pour and Taheri [13], Rahman et al. [54], and Van Greunen et al. [55] found that people with an *Agreeableness* personality tended to exhibit more knowledge sharing behavior than the general population, consistent with Javaid et al. [47], who indicated that there was a significant positive relationship between *Agreeableness* and knowledge sharing behavior. Akbar et al. [48] concluded that *Agreeableness* positively affected knowledge sharing intentions, while Yin et al. [51] suggested that it was positively related to knowledge sharing.

Thus, short-video users with highly Agreeableness personalities would be expected to share more knowledge through short-video social commerce platforms. Therefore, the fourth research hypothesis (H4) was posited as:

- *H4: Agreeableness positively affects knowledge sharing behaviour through short-video social commerce platforms.*

People with a 'Neuroticism' personality are anxious, emotionally fragile, unstable, easily aroused by stimuli, and cannot cope with stress [44, 57]. Jami Pour and Taheri [13] showed that *Neuroticism* was positively associated with knowledge sharing behavior in social media, in line with Akbar et al. [48], who found that it positively affected knowledge sharing intentions. Thus, short-video users with highly Neuroticism personalities would be expected to share more knowledge through short-video social commerce platforms. Therefore, the fifth research hypothesis (H5) was posited as:

- *H5: Neuroticism positively affects knowledge sharing behaviour through short-video social commerce platforms.*

Following the literature review, a research model was created, as shown in Figure 1.

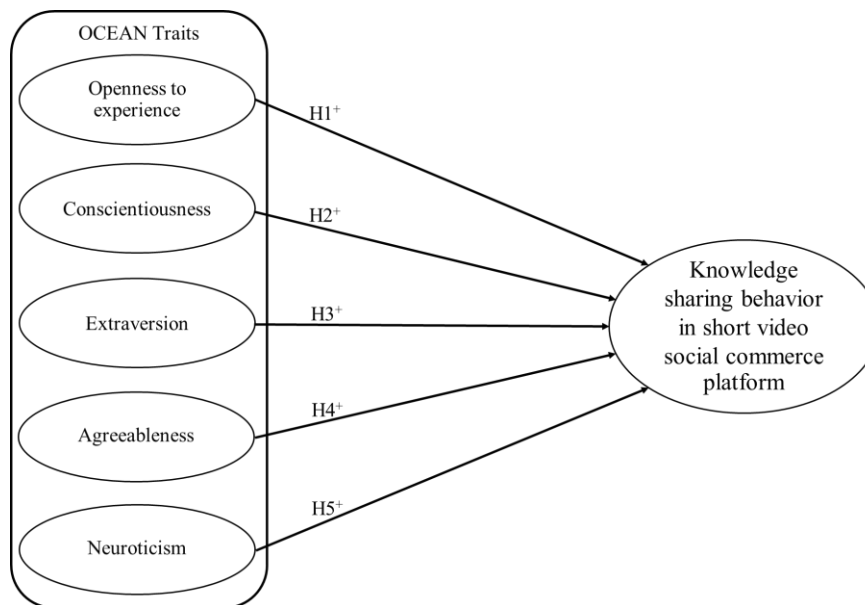


Figure 1. Research Model

3. Research Methodology

This quantitative examination used a questionnaire to collect data. A flowchart of the research methodology is shown in Figure 2.

3.1. Research Design

This quantitative study used, as research participants, consumers who had at least one product purchasing experience through the TikTok Shop and who had shared knowledge, information, news, or shopping experiences on the TikTok short-form video platform. In this sort of quantitative study, the sample-to-item ratio is typically used to decide sample size based on the number of items in the study. According to multiple researchers, the ratio should not be less than 5-to-1; however, higher ratios are recommended to avoid underpowered studies. In this study, the number of samples required was calculated using the formula of Hair et al. [58], which recommends a sample-to-item ratio of 10:1. The questionnaire consisted of 17 questions; hence, the minimum number of samples was 170. Past research suggested that the number of samples suitable for evaluating structural models using PLS-SEM was between 100 and 200 [58–60]. Therefore, 200 samples were selected as the appropriate number to ensure robust calculated results.

3.2. Measurement Scale Development

The tool used for data collection was a questionnaire divided into two parts, with four questions about the respondents' general information and 17 questions about the relationships between personality traits and knowledge sharing behaviour through short-video social commerce platforms. The latter section consisted of two questions about *Openness to Experience*, two questions about *Conscientiousness*, two questions about *Extraversion*, three questions about *Agreeableness* and three questions about *Neuroticism*, all modified from Gerlitz & Schupp [61] and five questions about knowledge sharing through short-video social commerce platforms behavior, modified from Hung et al. [62], Cho et al. [63] and Staples & Webster [64]. The question format followed a 5-level Likert scale, as shown in Table 1.

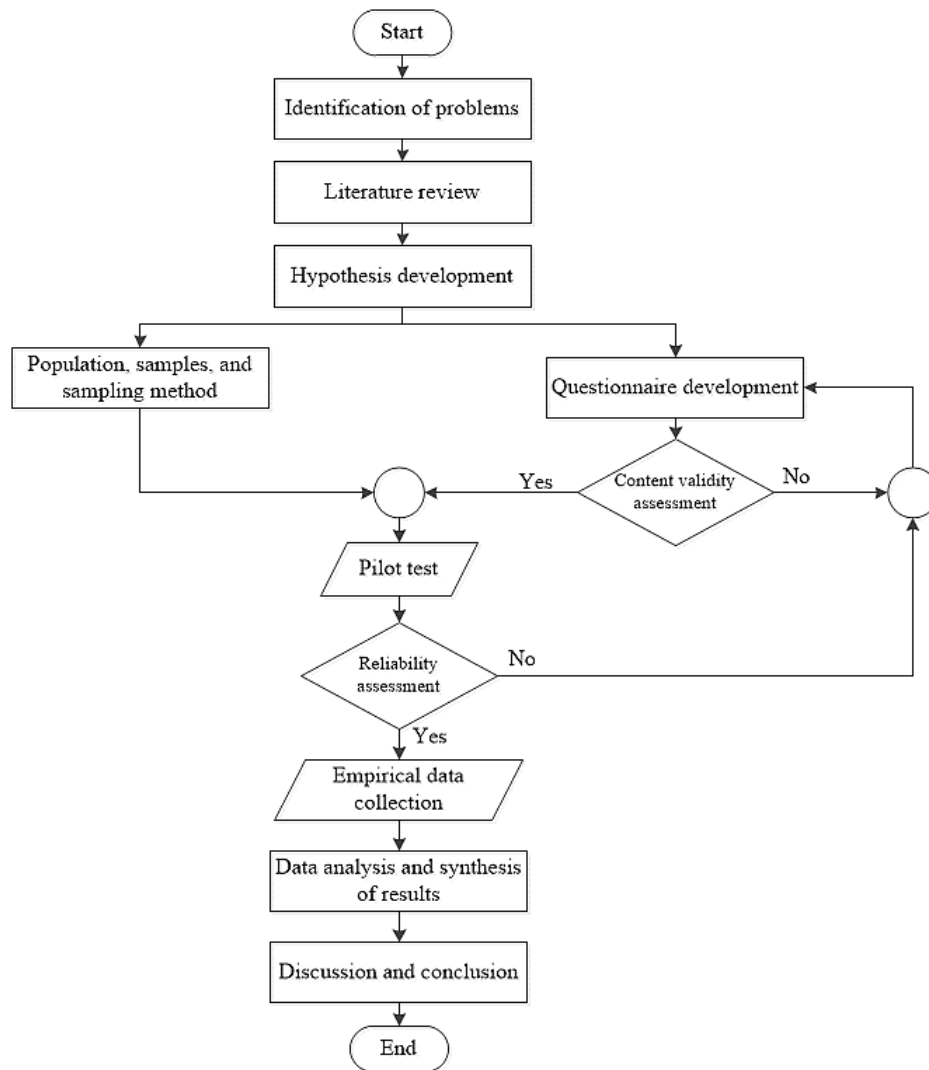


Figure 2. Flowchart of research methodology

Table 1. Questionnaire Constructs

Constructs	Items	Statement
Openness to Experience (OPE)	OPE1	You are friendly.
	OPE2	You always have new creative ideas.
Conscientiousness (CON)	CON1	You are always responsible.
	CON2	You always achieve goals.
Extraversion (EXT)	EXT1	You like to be with many people.
	EXT2	You are assertive.
Agreeableness (AGR)	AGR1	You are a good listener.
	AGR2	You are a simple person.
	AGR3	You are an altruistic person.
Neuroticism (NEU)	NEU1	You are usually nervous.
	NEU2	You easily get mad.
	NEU3	You often feel depressed.
Knowledge Sharing Behaviour (KLS)	KLS1	You like to share information or knowledge about buying products through short video social commerce platforms with your fellow online community members.
	KLS2	You often make comments or answer fellow online community members' questions about buying products through short video social commerce platforms.
	KLS3	You often post questions or create threads asking for advice about purchasing products through short video social commerce platforms from fellow online community members.
	KLS4	You share knowledge or opinions with your fellow online community members about purchasing products through short video social commerce platforms.
	KLS5	You are willing to help or advise fellow online community members about purchasing products through short video social commerce platforms.

The quality of the questionnaire was checked by asking three experts to consider content validity. The Index of Concordance (IOC) gave an acceptance criterion greater than 0.50, indicating that the questions were consistent with the objectives and the measured content [65]. All questions passed the specified minimum criteria, with values between 0.67 and 1.00. Data were collected for preliminary suitability testing (the Pilot Test) using another 30 samples by analyzing the Cronbach's Alpha coefficient. An acceptance criterion greater than 0.70 was required to show that this questionnaire was sufficiently reliable [58]. All analysis results of the revised questions passed the required minimum criterion, with values between 0.732 and 0.902, indicating good questionnaire reliability for use with the 200 samples.

3.3. Data Collection and Analysis

The questionnaire was distributed through link-building among various social media sites, using a convenience sampling technique for recruiting participants due to the non-availability of a comprehensive list of experienced consumers purchasing through the TikTok Shop and sharing knowledge, information, news, or shopping experiences on the TikTok short-form video platform. First, a screening question asked if the study participant had ever bought a product through the TikTok Shop and shared knowledge, information, news, or shopping experiences with the TikTok community to ensure that the respondents were genuine. After receiving the completed questionnaires, a statistical preliminary agreement test was conducted to consider the completeness of the questionnaire responses and test the validity of missing data, outliers, normal distribution, linearity, multicollinearity, and singularity. The test results showed that no data was missing, the data were linearly correlated, and there were no multicollinearity or singularity issues. All criteria were considered to be met with a left-skewed distribution and skew range greater than +3 or less than -3. Therefore, the data were acceptable and suitable for statistical analysis. The data were subjected to descriptive statistics, and the causal relationships were analyzed using a structural equation model following the partial least squares technique, an appropriate and popular method for analyzing complex path models [60]. The means of the initial variables and the means of the following variables were analyzed to find the relationships between the source and dependent variables by the partial least squares structural equation modeling methodology to determine path analysis, factor loading, and path coefficients, and to check for consistency between the structural equation model and empirical data using the SmartPLS version 4.0 computer program.

4. Results

4.1. Demographic Profiles of the Respondents

Most respondents were female (70.9%), 18–25 years old (50.3%), had a bachelor's degree (68.8%), and had been using short-video social commerce platforms for 3 to 5 years (47.2%) (Table 2).

Table 2. Respondent Demographics

Population Demographics	Number of Samples	Percentage
1. Gender		
Male	37	18.4
Female	142	70.9
LGBTQIA+	18	9.1
Not willing to identify	3	1.6
2. Age		
Less than 18	17	8.4
18-25	101	50.3
26-41	46	22.8
42-55	33	16.3
56-76	4	2.2
3. Education level		
Lower than bachelor's degree	53	26.3
Bachelor's degree	138	68.8
Postgraduate	10	5.0
4. Experience with TikTok short-form video platform		
Less than 1 year	18	9.1
1-2 years	55	27.5
3-5 years	94	47.2
6 years or more	33	16.3

4.2. Evaluation of Reflective Measurement Models

The convergent validity analysis showed that all latent variables had loading values above 0.7, indicator reliability above 0.7, and AVE above 0.7. Thus, all latent variables measured in the model had convergent validity. The internal consistency reliability analysis found that all latent variables had Cronbach's alpha, composite reliability (rho_a), and composite reliability (rho_c) between 0.60 and 0.90. Therefore, all latent variable measurements in the model had internal consistency reliability [58, 66] (Table 3).

Table 3. Summary Results of the Reflective Measurement Models

Latent Variables	Indicators	Convergent Validity			Internal Consistency Reliability		
		Loading	Indicator Reliability	AVE	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
		>0.7	>0.5	>0.5	0.60-0.90	0.60-0.90	0.60-0.90
Openness to Experience (OPE)	OPE1	0.872	0.595	0.746	0.660	0.661	0.854
	OPE2	0.855	0.562				
Conscientiousness (CON)	CON1	0.781	0.535	0.733	0.653	0.763	0.845
	CON2	0.925	0.714				
Extraversion (EXT)	EXT1	0.862	0.572	0.749	0.664	0.664	0.856
	EXT2	0.868	0.584				
Agreeableness (AGR)	AGR1	0.862	0.545	0.606	0.678	0.736	0.820
	AGR2	0.814	0.507				
	AGR3	0.773	0.510				
Neuroticism (NEU)	NEU1	0.829	0.529	0.661	0.742	0.748	0.853
	NEU2	0.854	0.525				
	NEU3	0.752	0.574				
Knowledge Sharing Behaviour (KLS)	KLS1	0.773	0.587	0.586	0.825	0.840	0.876
	KLS2	0.756	0.523				
	KLS3	0.720	0.503				
	KLS4	0.781	0.554				
	KLS5	0.794	0.534				

For discriminant validity analysis, the square root of the AVE value of each latent variable was more significant than the correlation between that latent variable and other latent variables in the composite model for the cross-loading of each observed variable and the most significant latent variable. When comparing the cross-loading value of each observed variable with other latent variables in the model, all latent variables were discriminantly valid and measured with the correct observed variables [67] (Table 4).

Table 4. Discriminant Validity Analysis

	AGR	CON	EXT	KLS	NEU	OPE
AGR	0.779					
CON	0.668	0.856				
EXT	0.461	0.488	0.865			
KLS	0.372	0.361	0.471	0.765		
NEU	0.538	0.425	0.530	0.420	0.813	
OPE	0.510	0.434	0.575	0.431	0.629	0.864

4.3. Multicollinearity Test

After evaluating the suitability of the research model, internal Variance Inflation Factor (VIF) values were checked to evaluate the multicollinearity between latent variables. In this model, the VIF values were between 1.198 and 1.872. Accordingly, all the internal VIF values were less than 5, confirming that there was no multicollinearity [58].

4.4. Evaluation of the Structural Model

The hypothesis test for estimating the structural model by partial least squares structural equation modeling (PLS-SEM) was performed by a bootstrapping method to test the statistical significance of the parameters [58], using a general iteration technique of 5,000 data sets [58], a hypothesis test with a two-tailed rejection field, and the coefficient at a significance level of 0.05, i.e., $p < 0.05$. The T-statistics were greater than or equal to 1.96, showing that the influence coefficient supported the research hypotheses using the results from the structural equation analysis and the influence values. Extraversion ($\beta=0.256$, $t=3.485$, $p=0.000$) had the most direct and total effect on knowledge sharing behavior through short-video social commerce platforms, followed by Neuroticism ($\beta=0.132$, $t=2.108$, $p=0.035$), while Extraversion ($f^2 = 0.05$) and Neuroticism ($f^2 = 0.02$) had a low impact on prediction accuracy (Effect Size: f^2) through knowledge sharing behavior. Openness to Experience, Conscientiousness, and Agreeableness had neither a direct nor total effect on knowledge-sharing behavior. When taken together, all factors predicted knowledge sharing behavior through short-video social commerce platforms at 28.60% ($R^2 = 0.286$), with a predictive value of cross-validated redundancy at a moderate level ($Q^2 = 0.253$) [58], as shown in Figure 3.

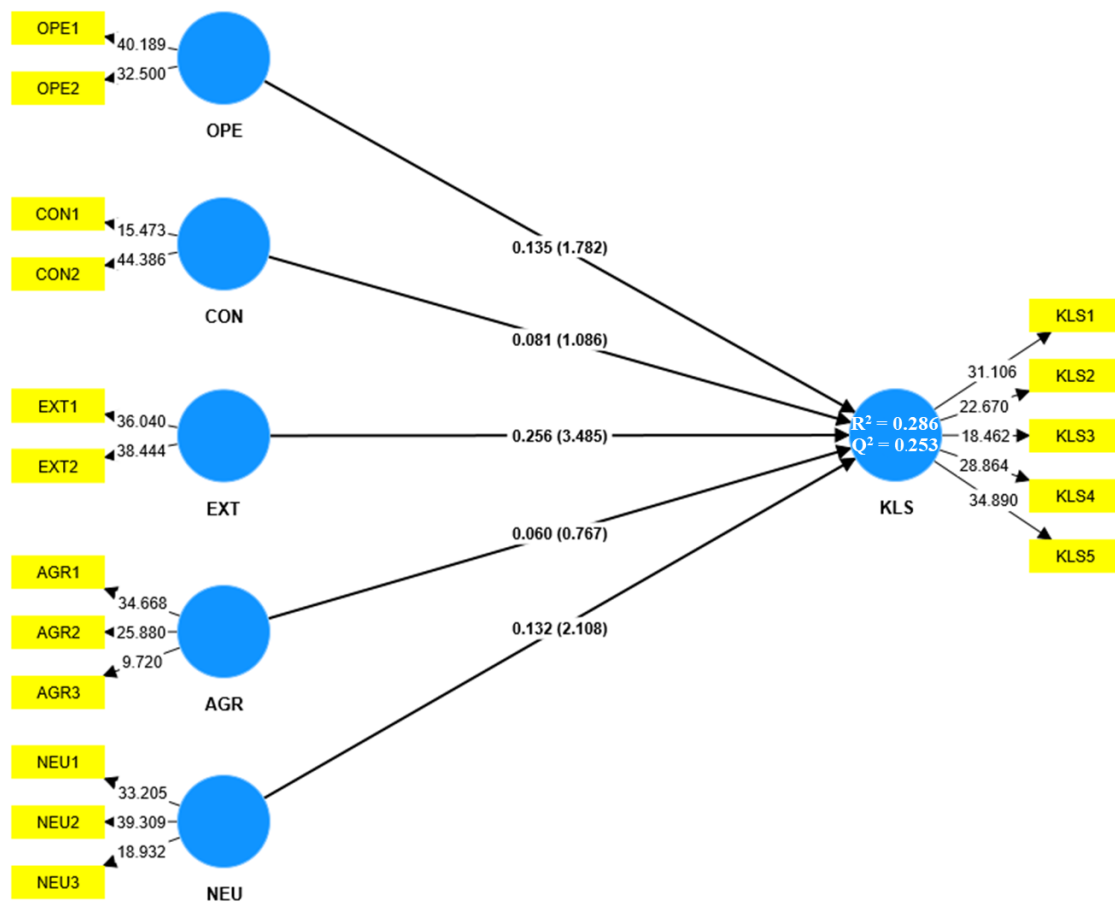


Figure 3. Research model after hypothesis testing

Therefore, the results supported hypotheses H3 and H5 but did not support hypotheses H1, H2 or H4, as shown in Table 5.

Table 5. Path analysis result

Hypotheses	Path	Path Coefficients	Sample mean	Standard deviation	<i>t</i> values	<i>p</i> values	f^2	R^2	Q^2	Result
H1	Openness to Experience → Knowledge sharing behaviour in short-video social commerce platforms	0.135	0.134	0.076	1.782	0.075	0.01	0.286	0.253	Not Supported
H2	Conscientiousness → Knowledge sharing behaviour in short-video social commerce platforms	0.081	0.074	0.075	1.086	0.277	0.00	0.286	0.253	Not Supported
H3	Extraversion → Knowledge sharing behaviour in short-video social commerce platforms	0.256	0.260	0.074	3.485	0.000	0.05	0.286	0.253	Supported
H4	Agreeableness → Knowledge sharing behaviour in short-video social commerce platforms	0.060	0.069	0.078	0.767	0.443	0.00	0.286	0.253	Not Supported
H5	Neuroticism → Knowledge sharing behaviour in short-video social commerce platforms	0.132	0.134	0.062	2.108	0.035	0.02	0.286	0.253	Supported

5. Discussion

This research studied the effects of five personality traits on knowledge sharing behavior through a short-video social commerce platform. The study found that Extraversion and Neuroticism traits were significant determinants of knowledge sharing behavior on the short-video social commerce platform in Thailand. However, the traits of Openness to Experience, Conscientiousness, and Agreeableness did not predict knowledge-sharing behavior on this platform.

The results show that Extraversion positively affected knowledge sharing behavior through the short-video social commerce platform, followed by Neuroticism. Therefore, consumers who are extroverts—that is, those who enjoy socializing and having fun and are assertive and talkative—share their experiences when purchasing products through the short-video social commerce platform more frequently than consumers with other personality traits. The finding is consistent with Correa et al. [11], Deng & Lin [12], Jami Pour and Taheri [13], and Mihailescu [14], who found that Extraversion personality traits of users significantly affected their information sharing behavior through social media or online communities than users with other personality traits. It is also in line with Agyemang and Boateng [53], Rahman et al. [54], and Van Greunen et al. [55], who suggested that individuals with high Extraversion personalities tended to have higher knowledge sharing behaviors, while Yin et al. [52] suggested that Extraversion is positively related to knowledge sharing. Van Oorschot et al. [68] pointed out that individuals with high Extraversion pursue long-term-oriented life goals related to knowledge-sharing behavior for beneficial long-term success.

Consumers with Neuroticism personality traits lack stability and emotional intelligence; they tend to express negative attitudes towards people, making emotional consumers relatively vulnerable. These consumers were more likely to convey and exchange information about products or services online through short-video social commerce platforms than people with high emotional intelligence. They were confident in their abilities and did not shy away from sharing information, especially if they were dissatisfied with their shopping experience. Consumers with sensitive personality traits were more likely to convey and share information about the bad experiences they received with members of their online social communities than consumers with other personality traits. This finding concurs with Van Greunen et al. [55], who found that Neuroticism was a positive predictor of knowledge sharing behavior, while Deng & Lin [12] and Jami Pour & Taheri [13] indicated that Neuroticism personality traits were positively associated with knowledge sharing behavior through social media.

However, the Openness to Experience, Agreeableness and Conscientiousness were found to have no positive impacts on knowledge sharing behavior through the short-video social commerce platform, reflecting that consumers seeking new experiences and thinking about the future in a creative and imaginative way with the experience of shopping and sharing their knowledge, information, and news about product purchasing experiences had no motivation to convey positive information about online goods or services that they had purchased through the short-video social commerce platform. Before committing to knowledge-sharing behavior on shopping platforms, consumers with these personality traits assessed other factors such as trust, the perception of having a better quality of life, gaining more life satisfaction, or having a better mental state. Similarly, Ul Ain Baig & Waheed [69] found that Openness to Experience did not tend to affect the behavior of knowledge sharing.

Consumers who like simplicity, are gentle, trust in the goodness of others, are willing to help others, make compromises, have a high sense of responsibility, have a purpose and a pattern in life, and are prudent were found to have no motivation to convey positive information about goods or services purchased online through the short-video social commerce platform. Consumers with these personality traits assessed other factors before committing to knowledge-sharing behavior through the short-video social commerce platform. These factors include low trust among fellow community members or platforms, perceived poorer quality of life, lack of life satisfaction, or reduced mental health from using the short-video social commerce platform to buy goods or services online. This result is in accordance with Shaukat et al. [70], who suggested that Agreeableness and Conscientiousness had no positive impact on knowledge sharing behavior. It is also in line with Akbar et al. [48], Jami Pour and Taheri [13], Javaid et al. [47], Pei-Lee et al. [71], Rahman et al. [54], and Van Greunen et al. [55], who concluded that Conscientiousness and Agreeableness did not influence knowledge sharing behavior. Consumers with Openness to Experience, Agreeableness, and Conscientiousness personality traits did not immediately engage in knowledge-sharing behavior through the short-video social commerce platform, as distinct from those with Extraversion and Neuroticism personality traits.

The findings of the study have important implications for online business operators and other stakeholders using short-video social commerce platforms in Thailand. The significant influence of Extraversion and Neuroticism traits on knowledge sharing behavior suggests that targeting consumers with these personality traits can be effective in promoting buying decisions for products and services on these platforms. However, the lack of predictive power for the Openness to Experience, Conscientiousness, and Agreeableness traits indicates that these traits may not play a significant role in knowledge sharing behavior in this context. This highlights the need for businesses to consider specific personality traits when designing strategies to encourage knowledge sharing and drive consumer engagement on short-video social commerce platforms. The study also emphasizes the importance of understanding the unique characteristics and preferences of the Thai market, given its fast-growing trend in the popularity and use of short-video social commerce

platforms and its position as the largest e-commerce market in Southeast Asia. Further research is needed to explore why certain personality traits have a stronger influence on knowledge-sharing behavior and to investigate the role of demographic factors in this context.

Moreover, the strengths of this study comprise the examination of the determinants of knowledge sharing behavior on a short-video social commerce platform in Thailand, filling a research gap in this context. The study used the Big Five OCEAN traits to assess the personality factors influencing knowledge-sharing behavior. The research model was analyzed using partial least squares structural equation modeling, providing a robust statistical approach. However, it is important to note that the study had limitations, including a small sample size and reliance on self-reported data, which should be considered in designing future research.

6. Conclusions

Theoretically, this research developed a model to describe the causal relationships of personality traits on knowledge sharing behavior through short-video social commerce platforms, applying the Big Five model of personality traits (OCEAN) based on Costa & McCrae [43], consisting of Openness to Experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism, and knowledge sharing behavior from the research of Hung et al. [62], Cho et al. [63], and Staples & Webster [64] to establish a conceptual framework.

The present findings are consistent with those discovered by previous studies, demonstrating that Extraversion and Neuroticism are the two most significant causal factors; however, the roles of Openness to Experience, Agreeableness, and Conscientiousness remain unclear. Although the results reported in this research may seem to contradict the theories postulating the significance of such factors, it is premature to conclude that they have no role to play. Additionally, the collective predictive power (R^2) of Extraversion and Neuroticism stood at 28.60%. In other words, other factors should exist to account for the remaining 71.40%. Thus, any comprehensive theories relating to knowledge sharing behavior through short-video social commerce platforms are likely to identify such missing pieces.

The study, of course, had limitations. One limitation of the study is that it only focused on one short-video social commerce platform in Thailand, limiting the generalizability of the findings to other contexts or countries. Additionally, the study relied on self-reported data from a questionnaire-type survey, which may have been subject to response biases or social desirability effects. Also, the sample size of the study was relatively small, with only 200 TikTok users participating, which may limit the statistical power and generalizability of the results. Future research should assess the results obtained from studies that rejected the hypothesis that Openness to Experience, Conscientiousness, and Agreeableness positively affect knowledge sharing behavior through short-video social commerce platforms. Specifically, further research is required to determine why consumers with Openness to Experience, Conscientiousness, and Agreeableness were less likely to engage in knowledge-sharing behavior through the short-video social commerce platform compared to people with Extraversion and Neuroticism traits. Demographic data should also be expanded to determine whether the variables of gender, age, education, personality type, or experience in using the TikTok short-form video platform have an impact on knowledge sharing behavior through short-video social commerce platforms.

The key results indicate that Extraversion had the most positive effects on knowledge sharing behavior through the short-video social commerce platform, followed by Neuroticism. Therefore, online retail business operators who use short-video social commerce platforms, short-video social commerce platform service providers, and related parties should give importance to presenting content and marketing information consistent with consumers who have extrovert characteristics, like socializing and having fun, those who are assertive and talkative, or consumer groups with emotionally sensitive personality traits. This will encourage more knowledge-sharing behavior through short-video social commerce platforms, thereby increasing consumer knowledge-sharing behavior in the online retail business. This will ultimately lead to consumer decisions to buy products or services online and increase the competitiveness of online retail business operators in this era of social commerce platform sustainably.

However, the study also identified the need for further research to explore why certain personality traits have a stronger influence on knowledge sharing behavior and to investigate the role of demographic factors in this context. It is important to note that the study had limitations, including a small sample size, reliance on self-reported data, and a focus on a specific context (Tik Tok in Thailand). Future research should consider these limitations and expand the investigation to encompass other contexts and demographic factors.

The study contributes to knowledge in the field by examining the determinants of knowledge sharing behavior on short-video social commerce platforms in Thailand, a rapidly growing trend in the country with a significant e-commerce market share. The study fills a research gap by investigating the influence of personality traits—specifically the Big Five OCEAN traits—on knowledge-sharing behavior in this context. The findings reveal that Extraversion and Neuroticism traits significantly predict knowledge sharing behavior, while Openness to Experience, Conscientiousness, and Agreeableness traits do not. This highlights the importance of considering specific personality traits when designing strategies to promote buying decisions on these platforms. The study also contributes to the understanding of user

personality traits that affect knowledge sharing behavior on short-video social commerce platforms, adding to the existing body of research on the impact of personality traits on information sharing behavior through social media or online communities. The use of partial least squares structural equation modeling provides a robust methodological approach for examining the causal relationship between personality traits and knowledge-sharing behavior in this context.

7. Declarations

7.1. Data Availability Statement

All data presented in this study are available in the article.

7.2. Funding

The author received no financial support for the research, authorship, and/or publication of this article.

7.3. Institutional Review Board Statement

This study followed the research ethics involving human subjects and respected the humanity of the volunteers. The research instrument was approved in the exemption review category by the Human Research Ethics Committee of Silpakorn University Research, Innovation and Creativity Administration Office. The certificate of research approval number is REC 66.0302-026-1536.

7.4. Informed Consent Statement

Informed consent was obtained from all the study participants.

7.5. Declaration of Competing Interest

The author declares that there is no conflict of interests regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the author.

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